

MAGAZINES AND HOW THEY BEGAN

1663 The first magazine starts in Germany, filled with essays and not like today's magazines

1672 The first magazine dedicated to entertaining readers is founded in France, containing news, stories, and short poems

1709 British magazine The Tatler is established to produce humorous articles about the societal standards of the day, along with The Spectator. Both still run today

1850 Education increases in Britain and magazines become popular as Charles Dickens begins writing his own entertainment columns in them

1887 Sir Arthur Conan Doyle begins publishing short stories about the adventures of Sherlock Holmes in The Strand magazine

1892 The first issue of Vogue is published and it remains one of the most influential magazines in the world today

1900 The arrival of the 20th century brings new types of magazines, including picture and business

1914 WWI breaks out and soldiers in British trenches begin their own magazines for entertainment known as 'trench magazines'

KEY FACTS

Magazines are published on regular schedules, most often weekly or monthly, and can come alone or as a newspaper supplement

Audiences: Women or men, young people, professionals

Money generated through: Subscriptions, advertising, and sales

Usual types of magazines include: Fashion, celebrity, political

The three magazine categories: consumer, trade, and in-house

Printed on gloss-coated and matte paper

Examples:

VOGUE

COSMOPOLITAN

THE NEW YORKER

OK!

TIME